McLaughlin-Buick

The Standard of Comparison

PAM
659
.196
29222
MCL
1924

LH

LOCAL
HIST
PAM
659
.19
629
222
MCL
1924

McLAUGHLIN-BUICK

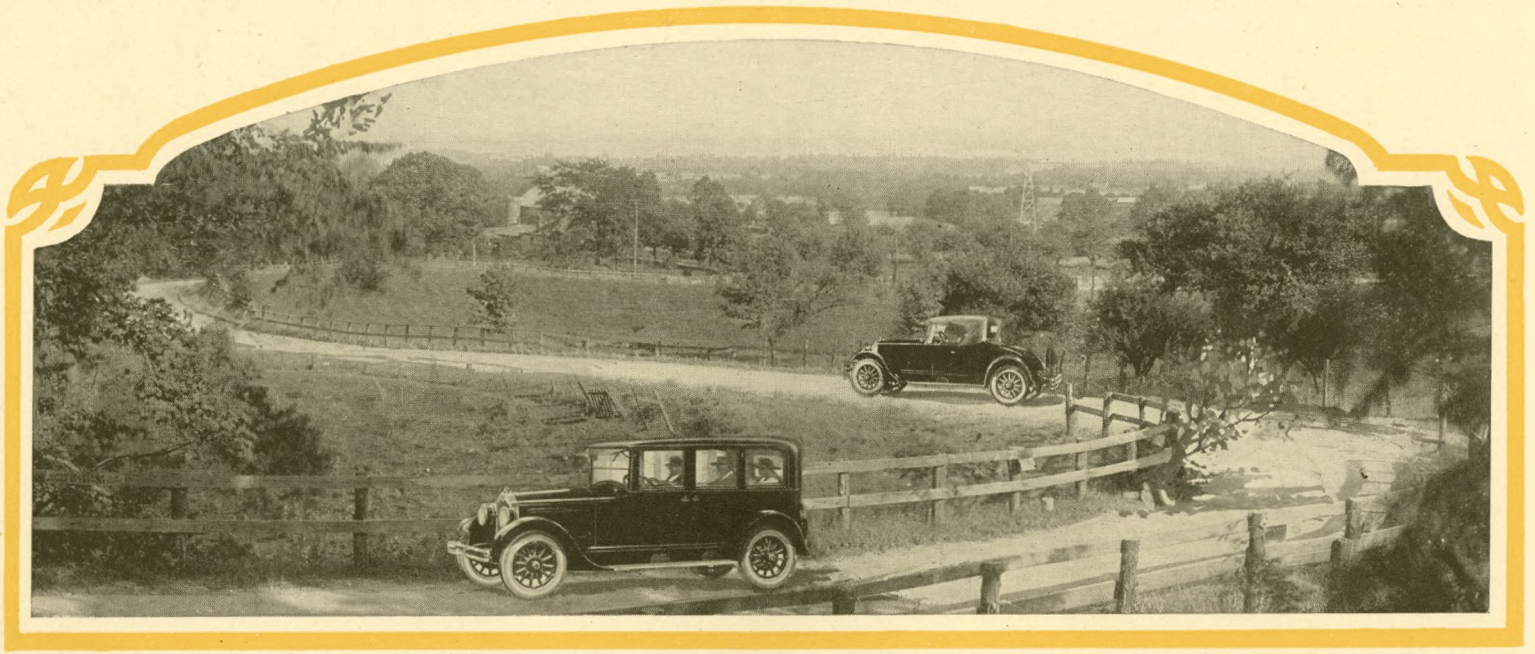
MOTOR CARS

McLAUGHLIN MOTOR CAR CO., Limited

OSHAWA, ONT.

Subsidiary of General Motors of Canada, Limited

J. BRYAN VAUGHAN
TORONTO COLLECTION



McLAUGHLIN-BUICK

MOTOR CARS

Canada's Standard Car

FOR over a decade McLaughlin-Buick has been accepted as "Canada's Standard Car." Many thousands of Canadians are daily enjoying the advantages of the efficient transportation afforded by McLaughlin-Buick, and each season, as the refinement of Canada's Standard Car develops, and more motorists become familiar with its excellence, the demand increases steadily and surely.

Each year brings with it substantial improvements in the mechanism, the appearance and the comfort of McLaughlin-Buick cars, so much so, that McLaughlin-Buick is commonly a whole year in advance in design and serviceability.

The new McLaughlin-Buick models for 1924 will be a revelation even to those who have followed McLaughlin-Buick development in the past. Some of the engineering advances which these cars offer to the motorist prove, better than anything else can do, that McLaughlin-Buick has looked ahead two or three years into the automobile future.

An inspection of these new motor cars will reveal the fact that they are brand new automobiles from beginning to end. They have a new engine, new four-wheel brakes, new frame, new body, new fenders, new radiator. They offer greater possibilities in speed, in power, in flexibility, and they give much more in comfort, in beauty and in safety.

In short, these fourteen new McLaughlin-Buick cars represent the type of advancement for which the motorist is seeking, because the improvements which are found in them are the result of scientific research and not simply a number of changes that have been made for the sake of having something new to offer.

In pioneering the new four-wheel brakes, McLaughlin-Buick is following the same policy as when it adopted the Valve-in-Head principle of motor design. There can be no more doubt about the correctness of the principle of the McLaughlin-Buick four-wheel brakes than there is of that of the McLaughlin-Buick Valve-in-Head motor. In both cases, also, it is the application of the principle for everyday use that requires designing and manufacturing skill,

and the four-wheel brakes have been incorporated into the McLaughlin-Buick car with as much simplicity and success as the Valve-in-Head principle has been developed in its engine.

The other improvements are as constructive as that just described, and together they give to the McLaughlin-Buick owner a remarkable series of advantages that are not to be had elsewhere. Each improvement has been matured and developed for many months in the McLaughlin-Buick Engineering Laboratories and in the great Research Laboratories of General Motors, and all are offered to motorists with the same assurance and the same sincerity that have been characteristic of past successful models of Canada's Standard Car.

McLAUGHLIN-BUICK MASTER SIX 24-41

Five-Passenger Double-Service Sedan

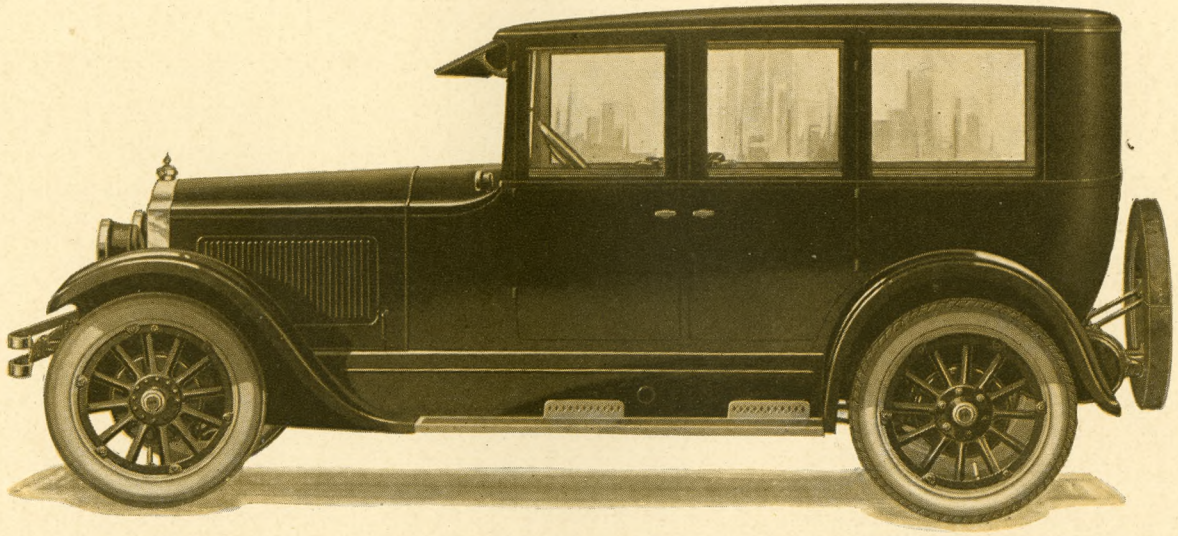
A FINE combination of features make this new McLaughlin-Buick Five-Passenger Double-Service Sedan of double value to a wide circle of motorists.

Most serviceable upholstery is used throughout, greatly increasing the longevity of the car for universal use, still retaining all the advantages of a closed car. The salesman can carry sample cases and other articles in the rear section of the car without damage to the upholstery, and during week-ends it fully fills the requirements of a family Sedan. Persons in many other lines of business will find it a most pleasing and profitable investment. In fact the car is perfectly adapted to the requirements of motoring service of every description.

The seventy horse power motor can develop a speed rated at sixty to seventy miles an hour. The assurance of safety is increased by the McLaughlin-Buick four-wheel brakes, and every other mechanical feature is in keeping with these McLaughlin-Buick advantages.

Rigid construction built into graceful lines adds to the value of the car. Four wide doors give easy access, and the windows are adjustable. In short, the Double-Service Sedan is designed for those who want an enclosed car that fully meets the requirements of both business and general motoring use.

McLAUGHLIN Buick



McLAUGHLIN-BUICK MASTER SIX 24-44 SPECIAL

Two-Passenger Roadster

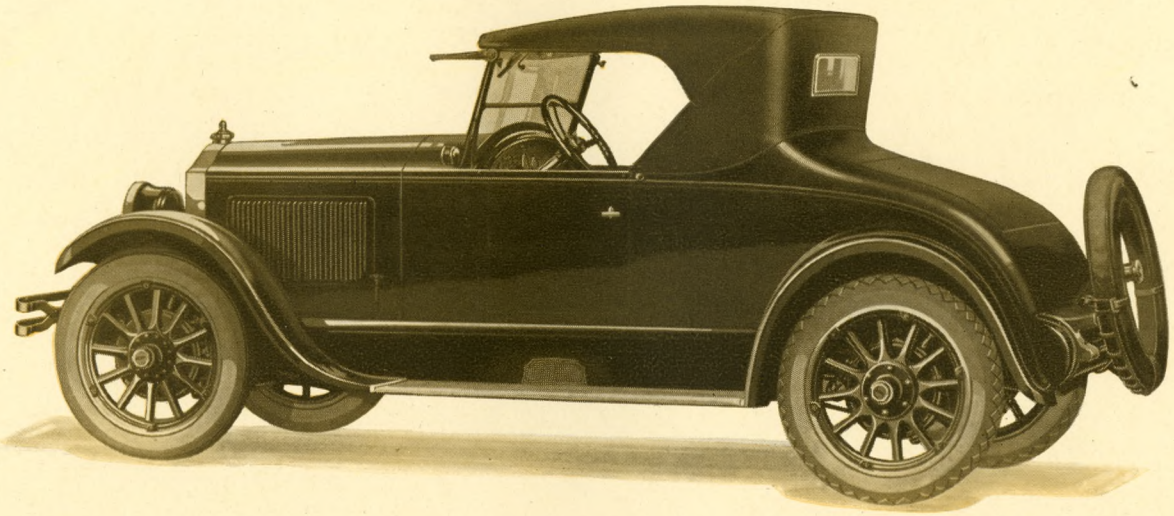
WITH a speed that is rated at from sixty to seventy miles an hour, with a roomy seat well centered between the axles, with ample wheelbase of 120 inches, and with a graceful body of unusual roominess and comfort, this new McLaughlin-Buick Roadster represents a value that is absolutely unsurpassed.

The body is roomy, the storage space is ample and the general appearance of the car—the lines, the finish and the distinctive grace of the new radiator, hood, rear deck and fenders—marks it as the most attractive Roadster on the market. It is distinguished by many noteworthy features, such as the flush-fitting side curtains, the wind strip on the door openings to keep out drafts, the flush ventilator with its lever operation, the new and perfectly weather-tight windshield and the newly designed fenders, skirts, and other parts.

The new McLaughlin-Buick engine, the new McLaughlin-Buick four-wheel brakes and other mechanical improvements in its new design chassis are described in the mechanical section of this catalogue.

In this fine Roadster no detail has been overlooked which adds to the pride of ownership for the man or woman who wants a personal car. New adjustable nickel plated steering column brackets, walnut instrument board with recessed instrument panel, walnut garnish rails on doors and rotary type lock, are a few of the details that mark this model as a superfine motor car.

But what these things actually mean in smooth performance, in flexibility, in easy riding comfort and convenience, can only be learned by riding in this Two-Passenger Roadster.



McLAUGHLIN-BUICK MASTER SIX 24-45 SPECIAL

Five-Passenger Touring

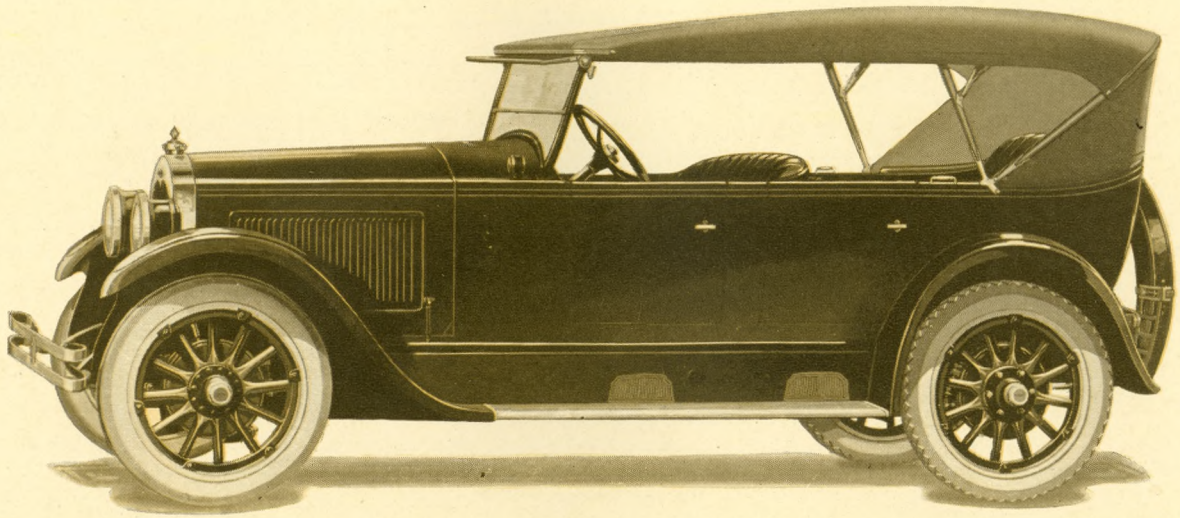
SAFETY, speed and beauty exceed all previous marks in this new McLaughlin-Buick Touring model and set a new standard even for Canada's Standard Car. It has lines that are absolutely new and distinctive; it has a new engine that will drive the car from sixty to seventy miles per hour; it has McLaughlin-Buick four wheel brakes that furnish an extra measure of safety that is not possessed by a car not equipped with them.

Beginning with the nickeled radiator and ending with the new design combination tail and stop lamp, the exterior of this car is entirely new and attractive. Each feature is designed for its relation to the harmony of the whole and is executed with all the skill of the trained McLaughlin-Buick body builders. The interior of the body is designed for the greatest comfort of the driver and the passengers.

The seats are lowered and are set at a more comfortable angle; the windshield and doors are made wind-tight when closed; the flush cowl ventilator is operated by a single movement of a lever; the side curtains are held tightly to the body sides; walnut instrument board with recessed panel for instruments; walnut steering wheel and garnish rails; adjustable and removable front seat to accommodate drivers requiring extra leg room; new double bar spring steel bumper; new arm rest handles for tonneau passengers; curtain pocket in rear of front seat; tonneau light and many other refinements of a like nature add to the desirability of this unusual car for summer and winter driving.

To these advantages must be added the smooth and flowing power of the new Valve-in-Head engine, the finest that McLaughlin-Buick has yet produced.

McLAUGHLIN Buick



McLAUGHLIN-BUICK MASTER SIX 24-47

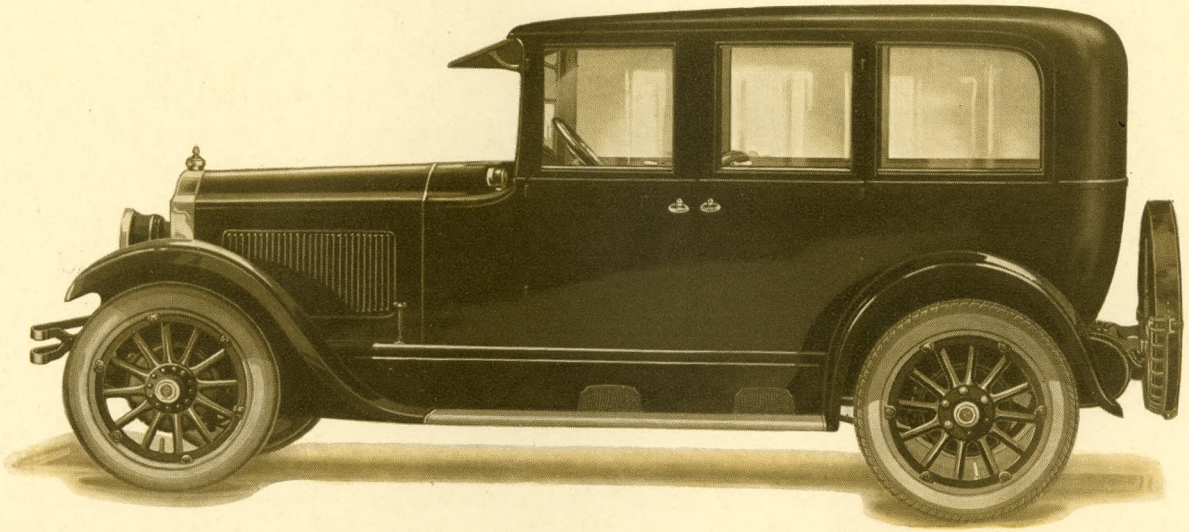
Five-Passenger Sedan

BEAUTY is reflected in every line of this McLaughlin-Buick model. It is a new car in every particular and because of this its designers have had unlimited scope in giving it a truly distinctive appearance and providing it with everything necessary to complete motoring comfort.

Its graceful lines are longer in conformity with its 120-inch wheel-base, and this is reflected in its increased roominess. The lustrous finish brings out the full beauty of its design and a completing touch of refinement is given by the liberal use of high quality nickel.

Every point of comfort and convenience has been considered. The seats are low and the cushions are tilted to increase the ease of riding. The steering wheel is located in the most comfortable position for the driver. There is a new shaped instrument panel, including a gasoline gauge, and new style instrument lamp. The slide windows, as well as those in the doors, are adjustable, and there are numerous other important features.

Speed that is rated at from sixty to seventy miles an hour is possible with the new McLaughlin-Buick engine, which is completely self-lubricating. And the pleasure and safety of driving have been increased by the McLaughlin-Buick four-wheel brakes.



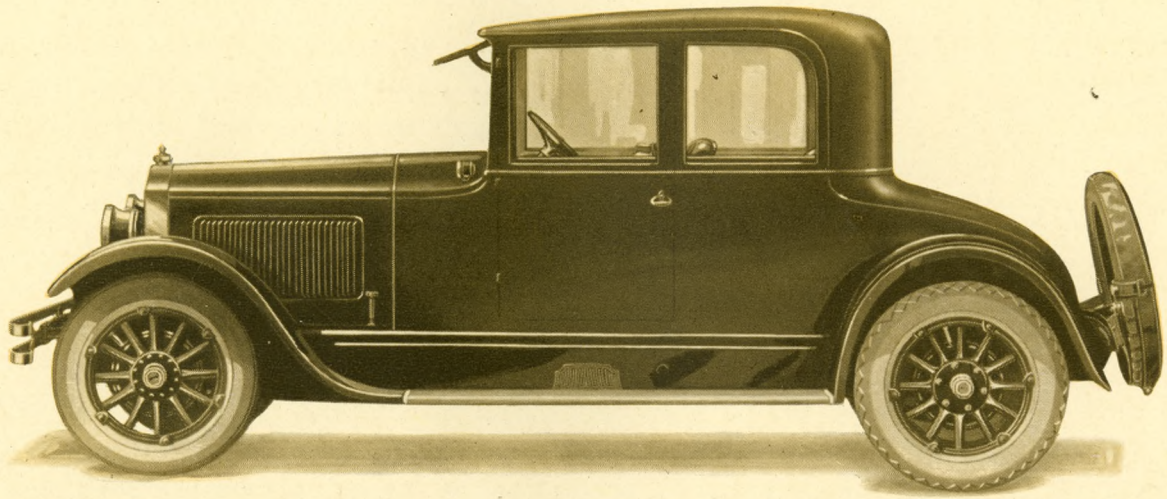
McLAUGHLIN-BUICK MASTER SIX 24-48

Four-Passenger Coupe

DRIVING in this roomy new McLaughlin-Buick Coupe you will gain a new appreciation of the combination of fine coach work and a fine mechanism. After you have remarked the smoothness of the automatically lubricated engine that is capable of speed that is rated at from sixty to seventy miles an hour, you will be impressed by the ease with which you can control each and every operation and adjustment. With its marked acceleration, its great reserve of speed and its surplus braking power, nothing more could be desired.

Inspecting the car from the outside, you will note a marked superiority in its long, sweeping lines, in the form and finish of its radiator, hood, fenders and graceful body.

Inside you will see such equipment as patent window lifts for all four windows, gasoline gauge and clock on the instrument panel and fine plush material in the upholstery. Around all the windows are walnut garnish mouldings and a new type door stop replaces the door straps which are commonly used. The doors fit flush with the body and the same is true of the cowl ventilator. These details are typical of the care that has been observed throughout this McLaughlin-Buick Coupe. The McLaughlin-Buick four-wheel brakes are another feature of great importance to the motorist. The double-bar spring steel bumper is standard equipment.



McLAUGHLIN-BUICK MASTER SIX 24-49 SPECIAL

Big Seven-Passenger Touring

COMBINING the beauty of long, graceful lines with speedy, powerful performance, this new McLaughlin-Buick Touring model crystalizes a new ideal in the motor world. Its new radiator, its increased roominess, made possible by the 128-inch wheelbase, and a score of other details all give promise of unusual motoring satisfaction, and that promise is completely fulfilled.

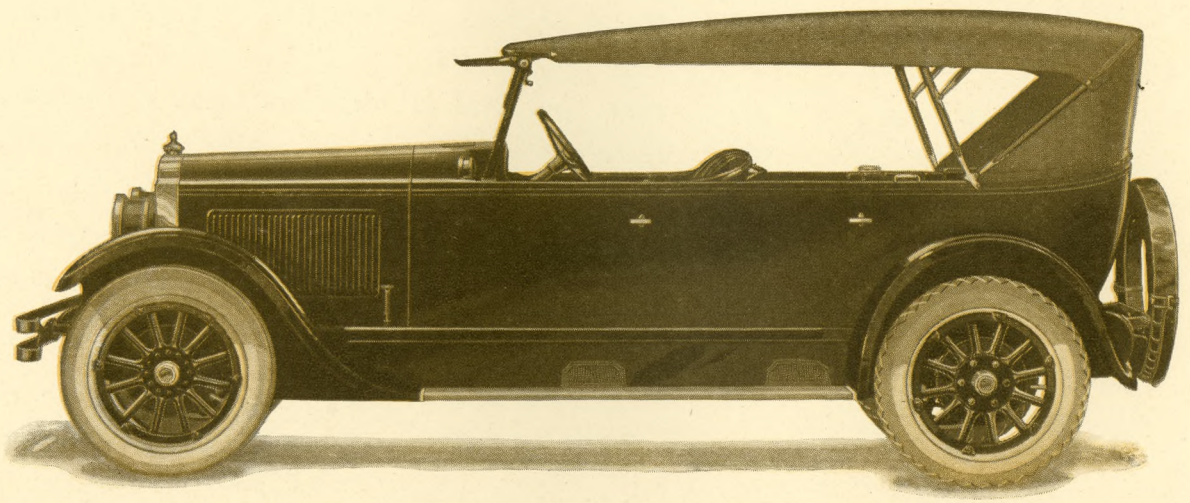
Its sturdy, durable construction reflects McLaughlin-Buick's long history of successful motor car building while its advanced design reveals how accurately McLaughlin-Buick is able to anticipate the motorist's desires.

The ample width of its auxiliary seats, which will accommodate three persons if necessary, making room for eight passengers, is typical of the generous proportions of the whole body.

The doors are wider and flush with the body. There is a new inside door lock operating lever, and a large outside door handle nickel plated. A sunshade adds to comfort while a windstrip on the door openings and a weather-tight windshield contribute to complete protection. Provision is made for tools in a fitted case in a locked compartment in the fore-door. A new windshield wiper and rear vision mirror are furnished. There is an adjustable steering column bracket and a new steering wheel with walnut rim and spokes and aluminum hub. Walnut instrument board with recessed panel for instruments and walnut garnish rails add a touch of refinement and beauty.

The new Valve-in-Head engine, capable of a speed that is rated at from sixty to seventy miles an hour, and the McLaughlin-Buick four-wheel brakes, give this touring model mechanical merit fully in keeping with the supremacy established by previous models of Canada's Standard Car.

McLAUGHLIN Buick



McLAUGHLIN-BUICK MASTER SIX 24-50

Big Seven-Passenger Sedan

BOTH in its generous proportions and in its minute details, the Big Seven-Passenger Sedan establishes itself as a truly distinctive closed car. The strength and sturdiness of its seventy horse power McLaughlin-Buick Valve-in-Head engine with a speed that is rated at from sixty to seventy miles an hour, are reflected in the long, low body lines.

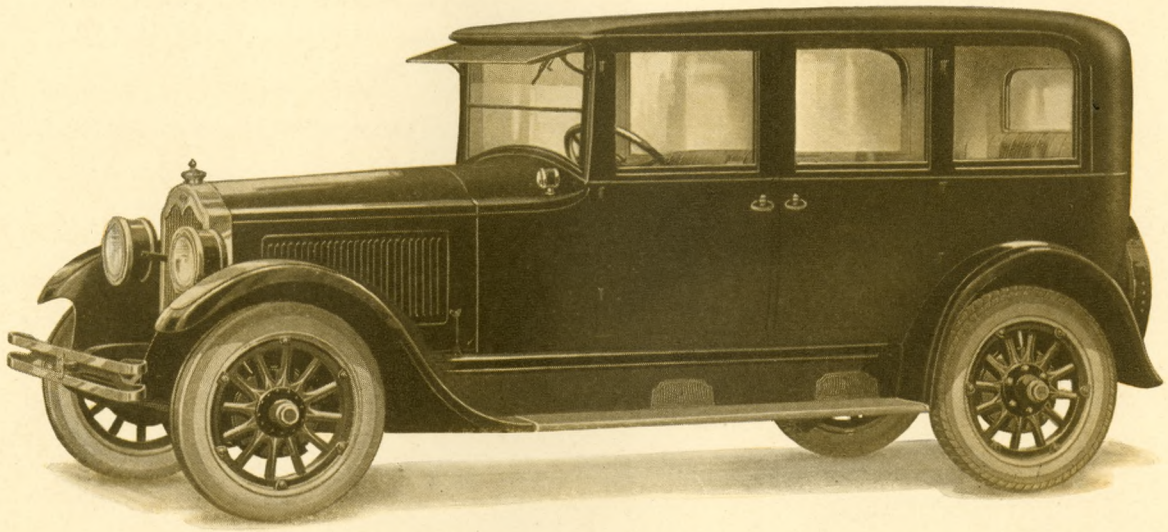
The interior reveals the same generous proportions and the same distinctive appearance, with its plush upholstery and wide, comfortable, extra seats.

Open car freedom is afforded by the adjustable windows both in the doors and in the sides. Every other detail contributes its share to the comfort of driver and passengers.

The new windshield is perfectly weather-tight. The ventilator is flush with the shroud and operated by a push lever. It has an air deflector to insure complete ventilation without discomfort.

A sunshade, a new instrument panel, nickeled radiator shell, and aluminum covering on the running boards are other factors that increase this car's high standard of value. And there is, of course, the additional sense of security given by the new McLaughlin-Buick four-wheel brakes and the double bar steel bumper which are among the big features that should cause you to decide in its favor.

McLAUGHLIN Buick



McLAUGHLIN-BUICK MASTER SIX 24-51

Brougham Sedan

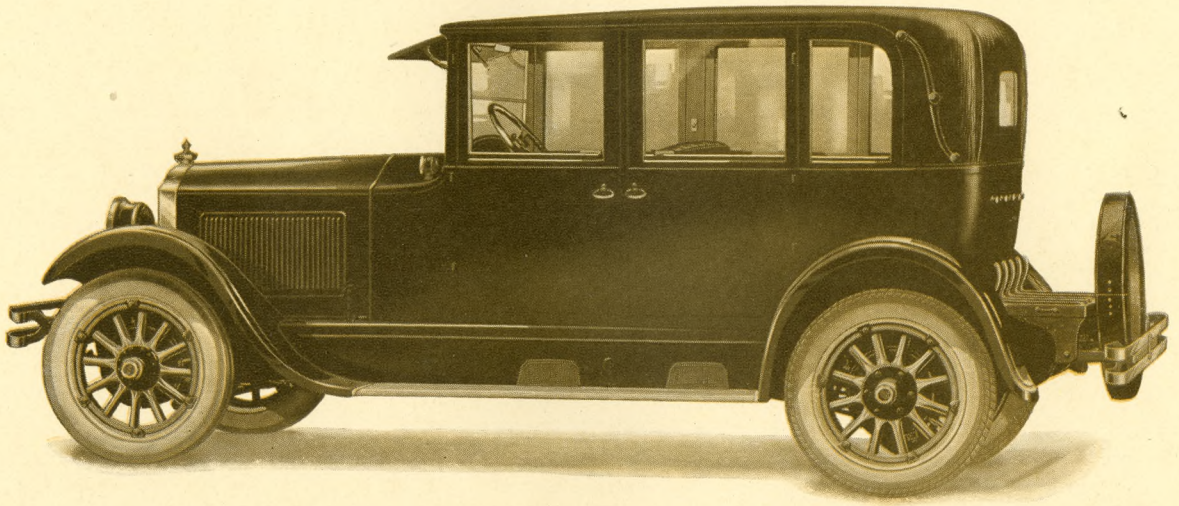
THIS is the finest example of coach design. Measuring 128 inches from hub to hub, with a long, low body of finest Fisher quality, and with its length accentuated by the tourist trunk rack and spare tire at the rear, it has that appearance of extreme length combined with close touring comfort which is so desirable in the special Brougham Sedan.

Motoring is a luxury in such a motor car. On the rear is a trunk rack of new design, with new protecting bars and buttons, and the rack is capable of accommodating a full-sized steamer trunk. The inside of the car is very wide and roomy and has the same deep plush upholstery as those McLaughlin-Buicks designed primarily for social use. Thus the Brougham Sedan serves a double purpose.

This car has power to start and power to stop. The new McLaughlin-Buick Valve-in-Head motor delivers ample power and speed for all purposes, and the McLaughlin-Buick four-wheel brakes give a tremendous factor of safety. Its six wide plate glass windows all have patent window regulators, and the equipment is complete, even to the clock and the gasoline gauge on the dash.

The new McLaughlin-Buick radiator, the distinctiveness in hood, fenders, lamps and all features of design, make the Brougham Sedan individual in appearance.

McLAUGHLIN Buick



McLAUGHLIN-BUICK MASTER SIX 24-54 SPECIAL

Three-Passenger Sport Roadster

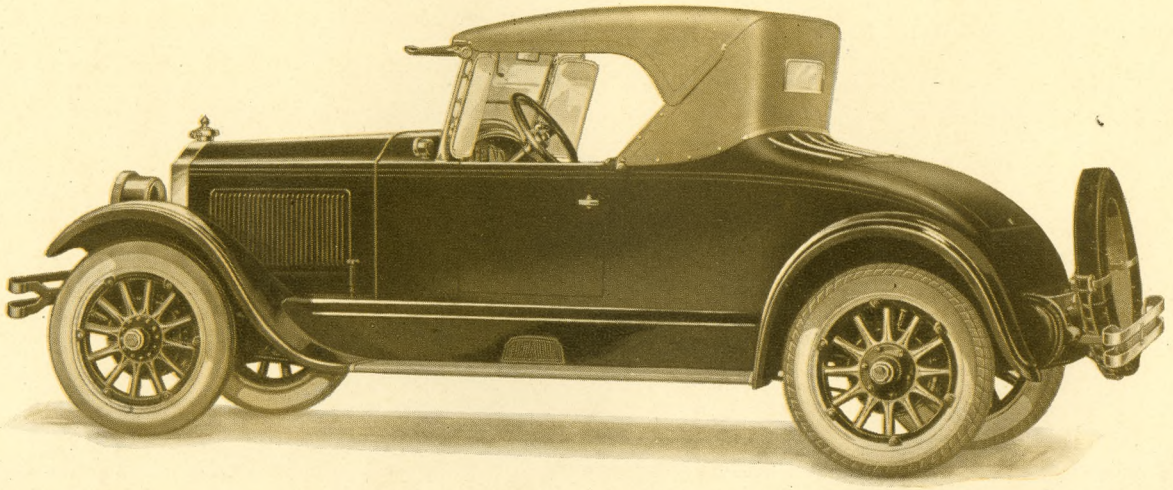
NEW heights of beauty, power and speed are attained in the new McLaughlin-Buick Sport Roadster.

Long, low lines and beautiful color, enhanced by the sparkle of a wealth of nickel trimmings, truly reflect the fleetness that lies in its seventy horse power motor whose speed range is rated at from sixty to seventy miles an hour.

As spirited and eager in performance as a thoroughbred, it is literally a companion for every kind of outing. No detail that would add to its trim, attractive appearance has been overlooked. The nickeled radiator shell and the completely nickeled head and tail lamps with raised designs; the new style dumb-bell radiator cap; improved deck bars; nickeled spring steel bumpers; and natural wood wheels all add their share of lustre and beauty. And this is true, too, of the steering wheel with its walnut rim and spider.

Low and tilted seats, accommodating three persons; conveniently located steering wheel; grain leather trimmings; sunshade; complete instrument panel with a light directly above it; and a large, rear curtain light are features that mean complete comfort.

With the new high-powered McLaughlin-Buick Valve-in-Head motor there is power to start, and with the new McLaughlin-Buick four-wheel brakes there is always abundant power to stop at your command.



McLAUGHLIN-BUICK MASTER SIX 24-55 SPECIAL

Four-Passenger Sport Touring

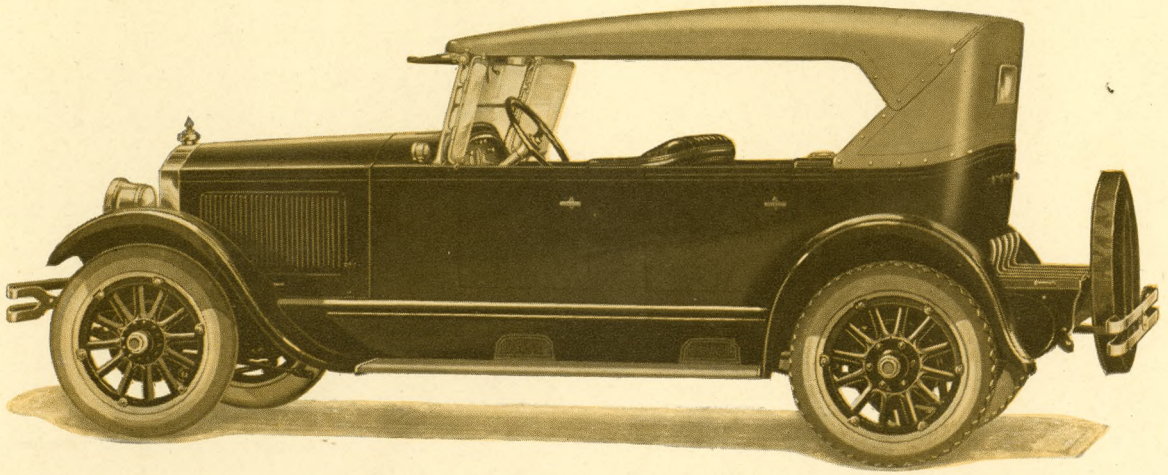
THE fleetness and comfort so necessary to the motor outing are present in an unusual degree in the new 1924 McLaughlin-Buick Sport Touring. Capable of a speed that is rated at from sixty to seventy miles an hour, with its new, self-lubricating McLaughlin-Buick Valve-in-Head engine, and controlled perfectly by the McLaughlin-Buick four-wheel brakes, it is in complete harmony with the spirit of outdoors, making this car truly a standard of comparison.

The headlamps are completely nickeled. There are new style windshield wings; nickeled radiator shell with a new dumb-bell cap; and the running boards are covered with aluminum.

Tilted low seats and well-placed steering wheel; wide doors, flush with the body; ample room, made possible by the 128-inch wheelbase; large, rear curtain light; a sunshade and new instrument panel are other important features.

The trunk rack has been built to carry a standard steamer trunk and has new style bars with protecting buttons on the back panel. The fenders and all sheet metal work are entirely new in design and the gasoline tank is fully concealed.

In short, from its distinctive, natural wood wheels to its tonneau lamp with flat sliding switch, it is an ideal car that may be imitated but not duplicated.



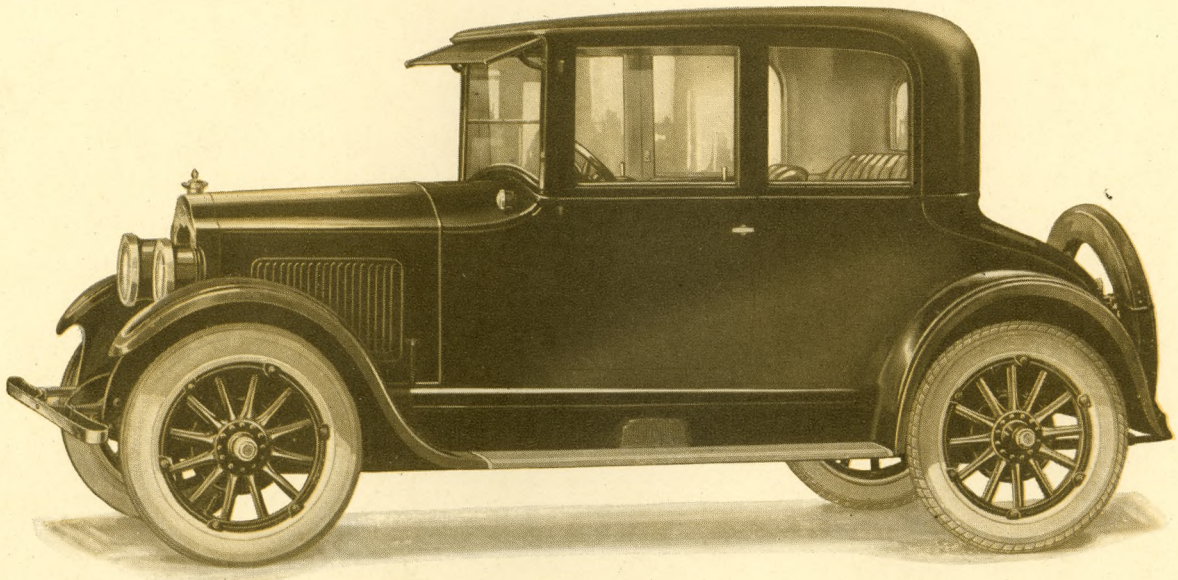
McLAUGHLIN-BUICK MASTER FOUR 24-33

Four-Passenger Coupe

McLAUGHLIN-BUICK'S long, successful record in the manufacture of four-cylinder cars is a fitting background for this new Four-Passenger Coupe. Power and stability lie in its Valve-in-Head motor and complete motoring comfort is assured by its carefully designed springs and deep plush upholstery. McLaughlin-Buick four-wheel brakes are an extra assurance of safety. This is a feature that you cannot afford to overlook.

The new and roomy body and the new high radiator add to both the beauty and efficiency of this four-cylinder model. The radiator has exceptional cooling capacity and keeps the car running smoothly under most trying conditions. The rear deck conforms with the long, low effect of the new body lines and provides a roomy carrying compartment.

Other details contribute to comfort and ease in handling the car. The hand brake lever is of convenient length. Instruments are grouped together in a panel of new design. The windshield is made weather-tight by a covered metal strip at the top. The ventilator is controlled by a simple push lever and fits flush with the hood. Windows are adjustable and every other point of comfort and convenience shows the same thorough attention to detail, affording room for one to four passengers. A new car in every respect is this Master Four model of Canada's Standard Car.



McLAUGHLIN-BUICK MASTER FOUR 24-34 SPECIAL

Two-Passenger Roadster

THE essential Roadster qualities of speed, comfort and graceful lines are all well represented in this new four-cylinder Roadster. Its long, fleet appearance is accentuated by the new rear deck and the high radiator which efficiently cools the powerful Valve-in-Head motor.

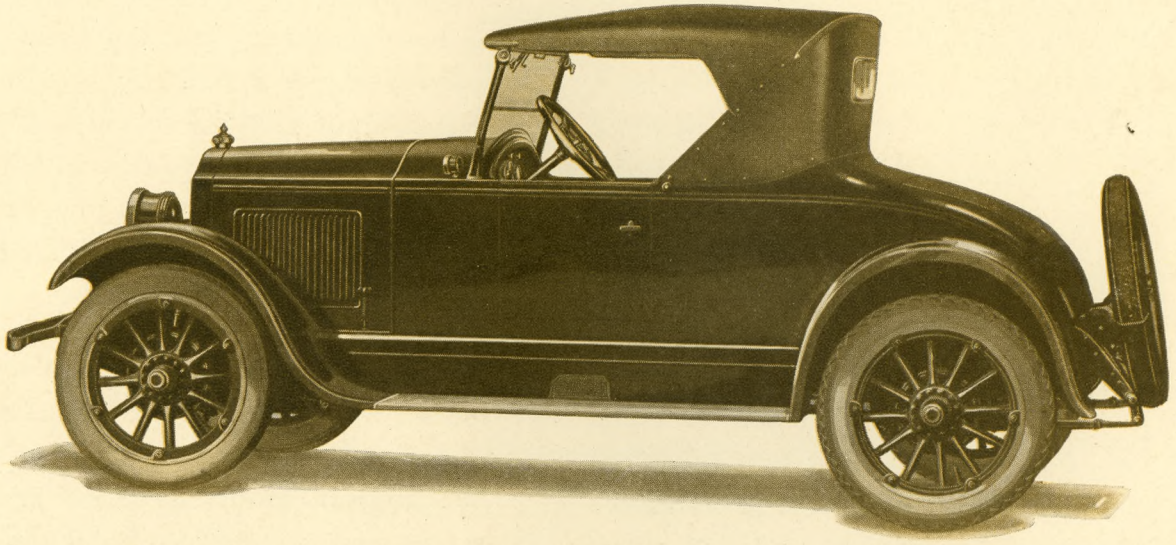
The seat conforms with the general appearance of the car. It is low and tilted so that its specially designed springs and deep upholstery afford the maximum in comfort. The steering wheel, too, is located to increase the ease of driving. The new McLaughlin-Buick four-wheel brakes operate with the slightest pressure and assure the highest degree of safety.

Instruments are conveniently grouped in a new panel. The ventilator, which fits flush with the cowl, is controlled by a simple push lever, and numerous other features add to the convenience of motoring in this model. All-weather comfort is afforded by the snug-fitting side curtains, with fasteners flush with the body. A covered metal strip on the top of the windshield gives additional protection.

The walnut instrument board, the new windshield wiper, the rear vision mirror, single nickel plated steel bumper, new combination stop and tail lamp, and the new nickel plated dumb-bell radiator filler cap, are all features that the discriminating motorist fancies in a car for personal use.

Embodying the most advanced design with the durability assured by long experience in motor car building, this Roadster takes a leading place in the four-cylinder field. Every detail contributes to complete motoring satisfaction.

McLAUGHLIN Buick



McLAUGHLIN-BUICK MASTER FOUR 24-35 SPECIAL

Five-Passenger Touring

UTSTANDING in beauty, this roomy, Five-Passenger Touring Car sets a new standard for four-cylinder automobiles.

With the snug-fitting side curtains, held by fasteners that are flush with the body, it is ready for service in all kinds of weather. The new windshield also adds to its serviceability. The new ventilator is simply controlled by a push lever and has a deflector so that the car is perfectly ventilated without the slightest discomfort to the occupants.

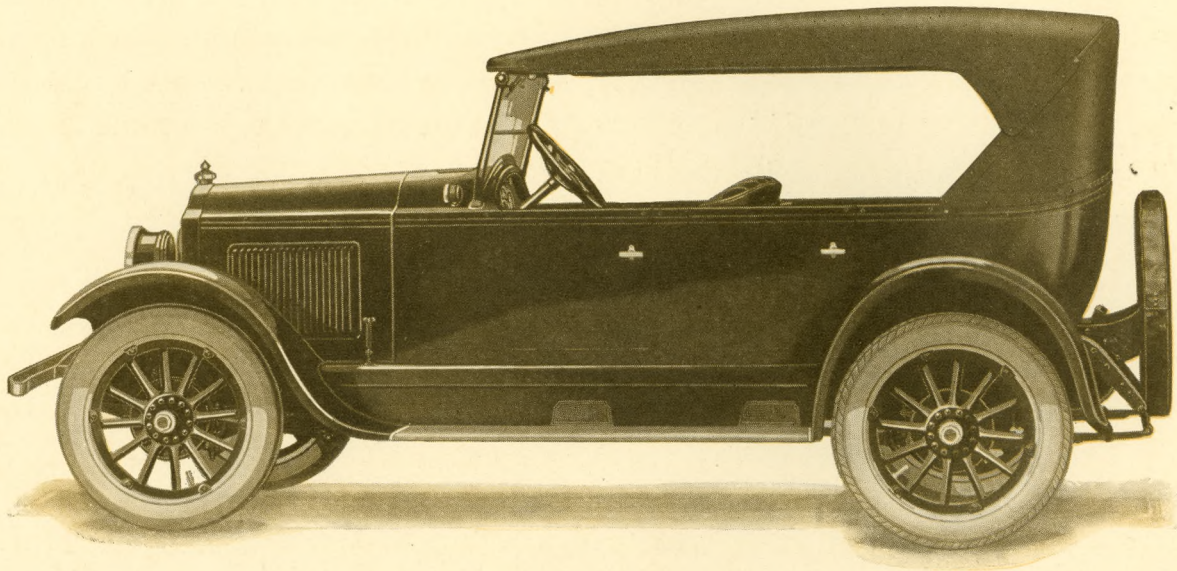
The wide seats, tilted and low, offer complete comfort with their specially built springs and deep upholstery. The instruments, compactly grouped in a new panel, give the driver a means of checking the operation of his car at all times.

Aluminum binding on the new, high radiator; nickel front and rear rims on the head and side lamps with their universal mountings; side aprons of a new design with a single beading; and wide flush doors are features that unite to give this model an appearance that is in keeping with its comfort and serviceability.

Standard equipment includes such special features as new aluminum running board matting; new aluminum scuff plates; new engine primer; new steering gear with walnut steering wheel and spider and aluminum centre; new curtain pocket in back of front seat; new walnut instrument board; new single bar nickel plated bumper; new combination tail and stop lamp and many other special features.

An inspection of the construction of this new automobile will prove its superior qualities which are further illustrated by such remarkable features as the McLaughlin-Buick four-wheel brakes—the greatest improvement in brakes in motor car history.

McLAUGHLIN Buick



McLAUGHLIN-BUICK MASTER FOUR 24-37

Five-Passenger Sedan

McLAUGHLIN-BUICK design has attained new distinction in this four - cylinder Five - Passenger Sedan. Power and comfort are reflected in its lines and are borne out by its performance.

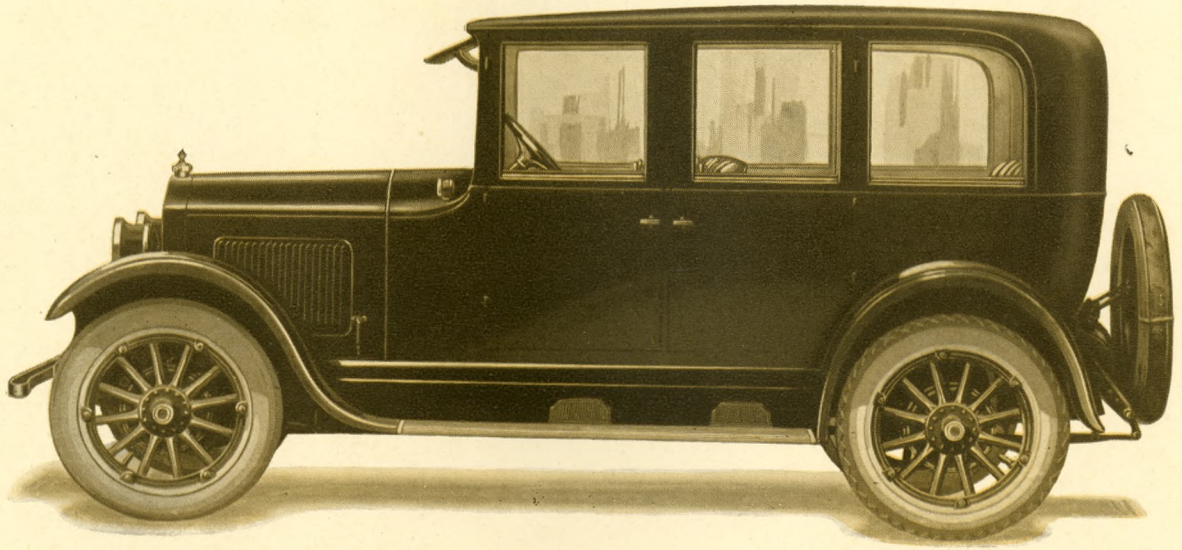
Its long, low body lines are entirely new and give it a most attractive appearance. Efficiency of the sturdy Valve-in-Head motor has been increased by the high radiator that will keep the motor cool under the most extreme conditions. This contributes much to the exterior appearance of the car as well. McLaughlin-Buick four-wheel brakes give added safety.

Every detail shows thorough study of the motorist's needs and wants. For instance, the driving instruments are conveniently grouped in a new panel and the front windshield posts are narrow so that there is a broad range of vision.

All the windows are trimmed with walnut moulding. The windshield swings outward and moves with the greatest ease. There is also the covered metal strip at the top to make it weather-proof.

The doors, fitted flush with the body, have a new stop at the top that fastens to the head rail and eliminates door straps. Plush trimming gives to the interior of the car an appearance in keeping with the fine exterior, and both are worthy of the McLaughlin-Buick chassis.

McLAUGHLIN BUICK



MECHANICAL DETAILS

1924 McLaughlin-Buick

The outstanding merit of the new McLaughlin-Buick Master Sixes for 1924 is especially apparent in the mechanical parts. Sound engineering principles, correctly adapted, make these parts, like the body and exterior design, truly the Standard of Comparison.

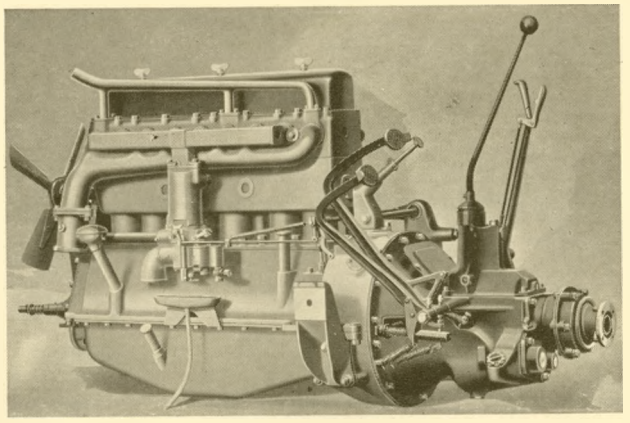
Self-Lubricating Motor

The new McLaughlin-Buick Valve-in-Head motor is typical of the qualities throughout the whole car. It is capable of developing a speed of sixty to seventy miles an hour and is completely self-lubricating.

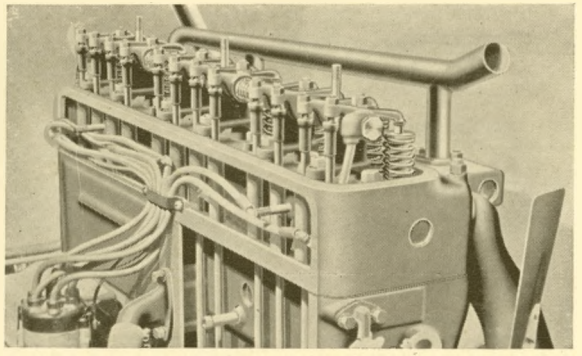
Lubrication of Motor

The lubrication is effected by a pressure feed system that embodies an oil pump of special McLaughlin-Buick design. This pump is located in a strainer at the right in the center of the lower crank case. This assures an even flow of oil for the pump when the car is ascending or descending hills.

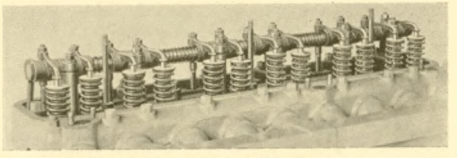
The oil is carried under pressure to all important motor parts, including the rocker arms, push rods and push rod cups. The valve stems, valve springs and timing gears also are automatically lubricated.



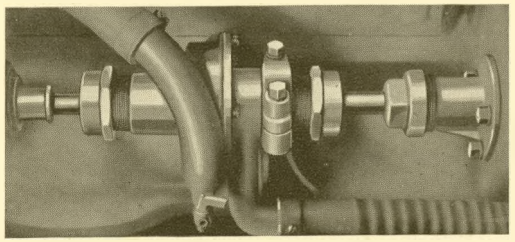
The New McLaughlin-Buick Valve-in-Head motor completely self-lubricating and capable of developing a speed of 60 to 70 miles per hour. This view shows the left side of the motor with the clutch and control system as described.



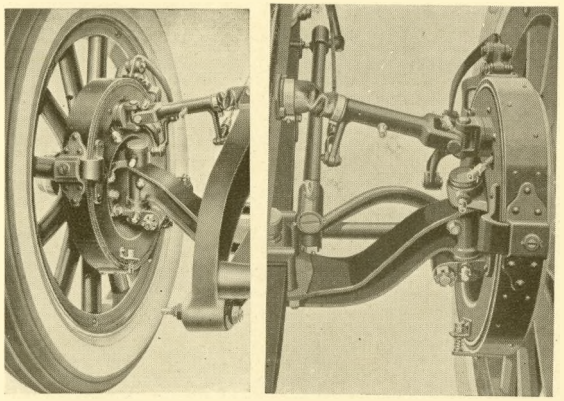
This view shows the oil pipe that leads to the rocker arm shaft, the adjusting balls on the rocker arms and the oil retaining cups on the push rods.



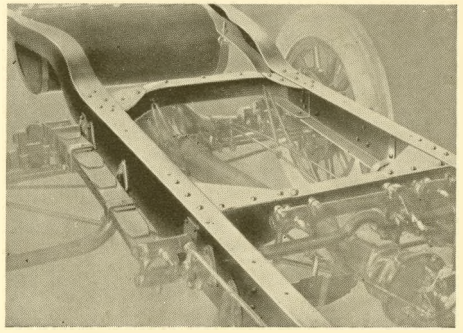
The double valve springs in the new McLaughlin-Buick Valve-in-Head motor are here shown. These insure positive and quiet operation of the valves. The coil springs between each pair of rocker arms are also shown.



The new pump for the cooling system has a long thick packing backed up by brass glands, insuring long wear and a minimum possibility of leakage.



The new McLaughlin-Buick four-wheel brakes have exceptionally large drums and the brake lining is unusually thick and wide.



The sturdy McLaughlin-Buick frame is built of reinforced steel with wide and deep channels.

Through distributing pipes the oil is forced to each main bearing and the first camshaft bearing. From the main bearings it passes through holes drilled in the crank throws to the connecting rod lower end bearings.

Piston Lubrication

The oil forced from the main bearings and the connecting rod bearings forms a spray within the crank case, lubricating the cylinder walls, pistons, piston pins and bushings, the remaining camshaft bearings, the cams and the lifters.

Detachable Motor Head

The motor head is detachable so that it may be easily removed when any adjustment is necessary. The cylinder block made in the McLaughlin-Buick foundry is a single casting of special alloy semi-steel.

Carburetor and Inlet Manifold

The carburetor is of the latest, improved, automatic float feed type. Fuel is supplied from the gasoline tank by a vacuum system. Proper vaporization of the fuel is assured by automatic heat control and new design manifold.

Light, Hollow Push Rods

The rocker arms are assembled on a one-piece hollow shaft. The push rods are made of steel tubing and are light but exceptionally strong. They have oil retaining cups and are automatically lubricated. There is a simple adjusting ball on the end of the rocker arm shaft.

Water Pump Packing

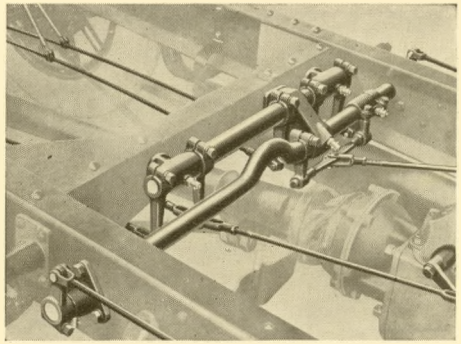
The water pump packings are exceptionally long and of large diameter. They are backed up by large brass glands and because of their unusual size they need attention only at long intervals.

Detachable Arms on Motor

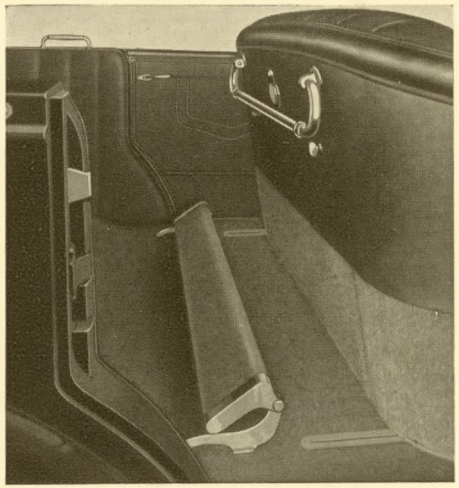
Detachable arms, on the flywheel housing, can be replaced in case of breakage without replacing the entire crank case.

Sturdy, Reinforced Frame

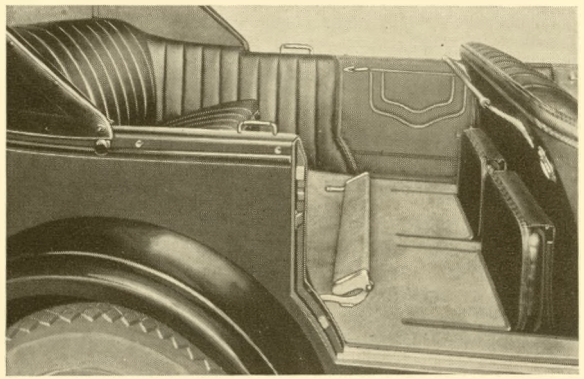
The sturdy construction of the new McLaughlin-Buick is apparent in the frame of reinforced steel with channels of unusual width and depth. There are four heavy cross members and two strong cross tubes.



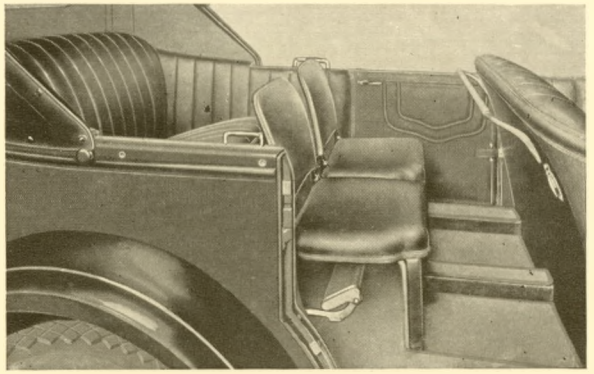
The McLaughlin-Buick four-wheel brake connections are here shown. The front brake pull rods are on the outside of the frame. The rear brake rods extend from the brake cross-shaft to the external camshaft on the rear axle. The equalizer and pull rod from the brake pedals are also shown.



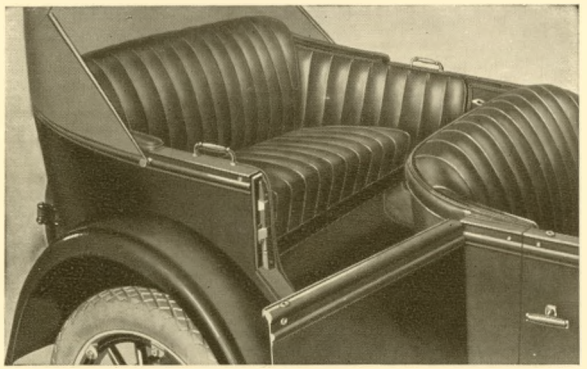
The tonneau of the five-passenger Master Six with adjustable foot rest, robe-rail, tonneau light, compartment for side curtains, new style rotary door handle, and other conveniences.



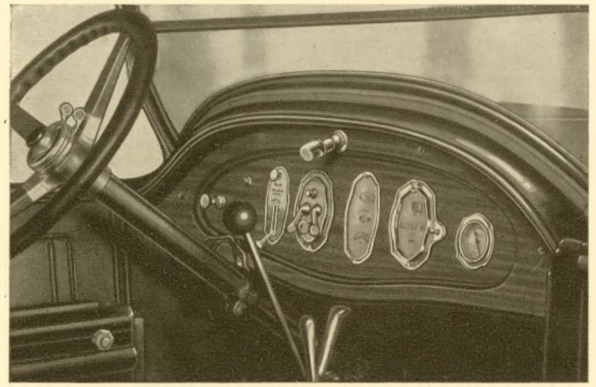
The tonneau of the Master Six, seven-passenger Touring with extra wide seats, lowered. Foot rest is adjustable.



The roomy tonneau of the Master Six, seven-passenger Touring with extra wide seats in place.



The solid comfort afforded by the carefully upholstered seats in the McLaughlin-Buick is indicated in this picture.



This view shows the new walnut instrument board with recess for instruments. Note the commodious driving compartment and the convenience of all levers and pedals.

McLaughlin-Buick Four-Wheel Brakes

All 1924 models are equipped with McLaughlin-Buick four-wheel external brakes. These have exceptionally large drums and wide, thick bands, and increase greatly the ease and safety of driving. The brake anchors are so located as to give three-quarters wrapping when the car is going forward and one-quarter wrapping when the car is going backward. The outside front brake is automatically released in turning corners.

Brake Pull Rods

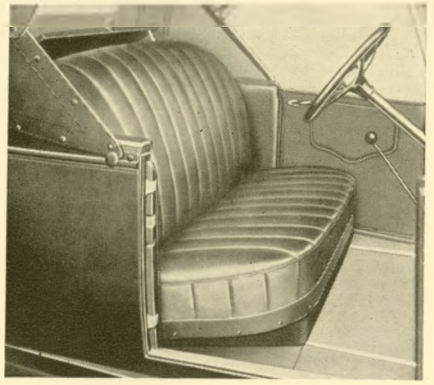
Front brake pull rods are on the outside of the frame. Rear brake pull rods extend from the brake cross shaft to the external camshaft on the rear axle. The brake pedal works through one pull rod connected to an equalizer and operates front and rear brakes at the same time.

Conveniently Arranged Controls

Driving instruments are conveniently grouped on the instrument board. Brake and clutch pedals are most conveniently arranged for the feet and the gear shift lever and emergency brake lever are within easy reach of the hands and operate easily and efficiently.

Roomy Tonneaus

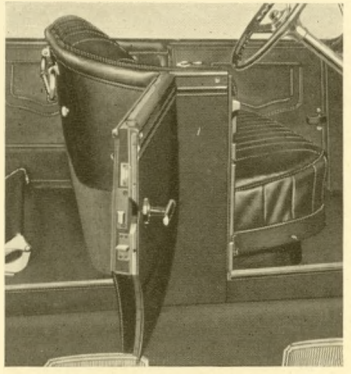
The same attention to comfort and convenience is apparent in the roomy tonneaus of the new McLaughlin-Buicks. The seats are distinctively upholstered. The cushions and seat backs of all models are buttonless. The upholstery is padded with curled hair over special double coil springs, insuring a maximum of comfort. The seats are tilted at an angle that adds still further to comfort.



The comfortable seats of the Master Six Roadster is here illustrated. Note the convenient storage place behind the seat.

Wide Extra Seats

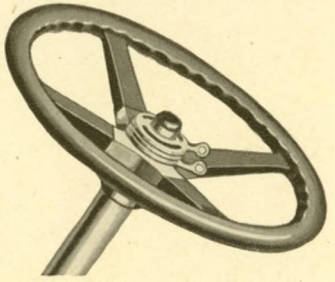
Seven-passenger models have wide extra seats affording seating room for eight passengers when necessary. No detail has been overlooked that would add to the comfort and pleasure of the occupants.



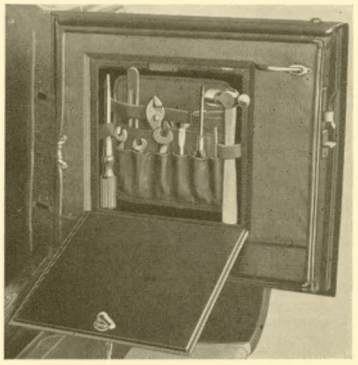
The front seat of the Master Six, 45 Special, is removable and adjustable to suit the driver, requiring extra leg room.

New Spark and Gas Control

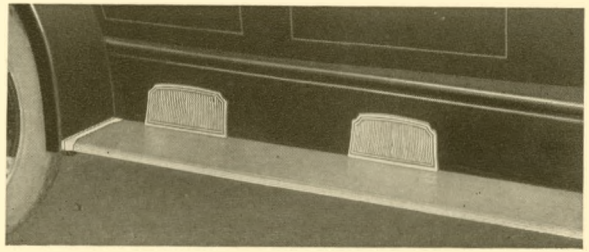
The new steering wheel of the Master Sixes is particularly convenient for the driver. A new spark and gas control is used and there is no sector.



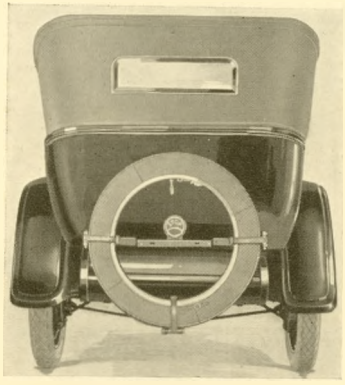
The simplified spark and gas control on the new steering wheel with walnut rim and spokes and aluminum center is shown herewith. This arrangement eliminates the sector.



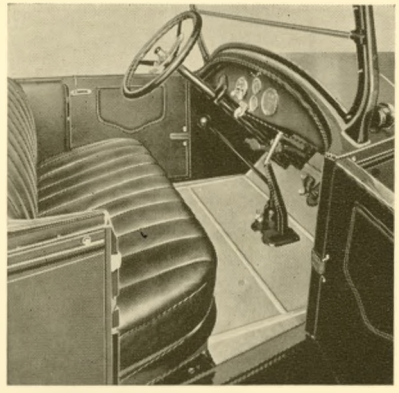
The tools for the new Master Six open models are carried in a fitted case which fits neatly in a locked compartment in the fore-door.



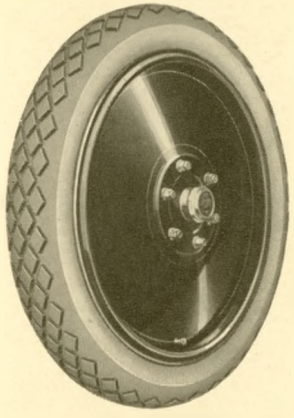
This view shows the aluminum covered running board and aluminum scuff plates on the Master Six models.



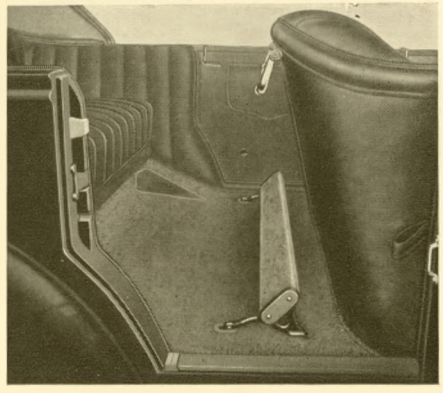
Rear View of the new Master Six, showing tire carrier and combination tail and stop light.



This view illustrates the driving compartment of the Master Four, four-cylinder model.



This photo illustrates the Budd steel wheel which is supplied at extra cost.



Tonneau view of new Master Four Touring.

SPECIAL FEATURES

Master Six Models

New McLaughlin-Buick four-wheel brakes, easy to adjust and positive in action.
Larger bodies of entirely new design throughout.
Radiator new in design and construction.
New large size filler base and new dumb-bell nickelled radiator filler cap.
New hood to conform to new radiator and bodies.
New water-tight hood hinge.
New open hood support.
New crowned fenders.
New design lamp to harmonize with new radiator and body lines.
New combination stop and tail lamp.
New weather-proof strip on top of windshield.
New windshield, opening outward, anchored in rubber, extra wide vision.
New windshield bracket, exceptionally strong and pleasing in design.
New frame, extra heavy reinforced front and rear.
Longer wheelbase—120 and 128 inches.
New instruments, instrument board and light to conform to lamp design.
New dust aprons.
New gasoline tank—extra strength, fully covered.
New engine primers.
New flush ventilators with baffle plates.
New flush-fitting wide doors.
New bumper plates on doors.
New extra seats of unusual width.
New seat positions insure greatest comfort.
New aluminum-covered low running boards with aluminum scuff plates on running board skirt.
New six-cylinder McLaughlin-Buick Valve-in-Head motor with all parts automatically lubricated.
New removable cylinder head.
New cup top push rods, adjustment on rocker arms all automatically lubricated.
Silchrome exhaust valves.
New design double valve springs.
Valve stems and springs automatically lubricated by force feed from rocker arms.
New straight rocker arms shaft carrying oil to rocker arms and push rods.
New self-centering design valve spring cap and key.
New large camshaft.
New large camshaft bearings.
New automatic lubrication of camshaft bearings.
New large crankshaft—exceptionally carefully balanced.
New large crankshaft bearings.
New force-feed lubrication to crankshaft bearings.
New long connecting rods.
New force-feed lubrication to connecting rod bearings.
New type connecting rod piston pin attachment.
New long pistons.
New large piston pins.
New large timing gears.
New force-feed lubrication to timing gears.
New camshaft gears.
New large water pump bearing.
Water pump shaft bearing automatically lubricated.
New large pump packing with brass glands.
New large distributor breaker cam.
New design square inlet manifold.
New design lower half crankcase, extra strength.
New large size oil pump at lowest point in crankcase—free from sediment.
New style mud pan, very secure, easily removable.
New location for oil drain at lowest point in case.
New detachable motor arms on crankcase giving extra strength.
New positive heavy clutch spring.
New reinforced fan with long hubs.
New baffle in transmission, insuring correct passage of lubricant.
New brake disc on rear axle with new spiders.
New third members to correspond to longer wheelbase.
Extension on rear spring axle seats for convenience in placing jack.
New reverse Elliott type front axles, insuring steady steering over rough roads.
New and heavy I-beam front axle forging section.
New enlarged king bolt and king bolt bushing.
New metal cap to protect top of king bolt.
New tie-rod tube of one-piece construction, ball socket on each end.
New front and rear springs—exceptionally fine riding qualities.
Bayonet type lock for gas tank top.
New spark and gas control—no sector and very short levers; walnut steering rim and spider with aluminum center.
Universal mounting on headlamps, giving wide focusing range.
New aluminum cowl beading.
New rear window light, most convenient for driver and passenger.
New style flush type curtain fasteners on bodies.
New sliding flat switch for tonneau lamps.
New tops, special McLaughlin-Buick design.
New narrow windshield posts on closed models, giving clear vision.
New motor thermometer and gasoline gauge on Instrument Board.
New windshield wiper.
New design nickeled radiator on all Master-Sixes.
New design dumb-bell cap.
New double-bar spring steel nickel-plated front bumper.
New sun shade on windshield.
New style door stop, eliminating door straps on closed cars.
New type door hinges on closed cars.
New walnut window mouldings on closed cars.
New metal covered body pillars on closed cars.
New plush upholstery of exceptional quality on closed cars except on model 41, wnich has new double-service upholstery.
New valve to increase efficiency of heaters in closed models.
New windshield wings on Sport Models.
New type grain leather in Sport Models.
New style trunk platform on Sport Touring and Brougham Sedan.
New style deck bars on Sport Roadster.
Natural wood wheels, finest quality, on Models 51, 54, 55.
New streamline deck on Roadsters and Coupes.
New adjustable nickel-plated steering column brackets on Models 44 special, 45 special and 49 special.
New walnut instrument board with recessed instrument panel on Models 44 special, 45 special and 49 special.
New design walnut garnish rail on doors and new rotary type locks on open models.
New grab handles on tonneau arm rest.
New adjustable and removable front seat on Model 45 special.
New locked door tool compartment on all open models.
Clocks on Models 47, 48, 50, 51, 54 special and 55 special.
New rear adjustable double bar bumper on Models 51, 54 special and 55 special.

Master Four Models

New McLaughlin-Buick four-wheel brakes; large drums, positive action.
Larger bodies of entirely new design.
New design cellular radiator.
New design hood to conform to new radiator.
New ledge making hood flush with body.
New water-tight hood hinge.
New hood rest to hold up sides of hood.
New flush ventilator operated by push lever.
New doors flush with body.
New style windshield bracket materially strengthening cowl.
New weather-tight metal strip on top of windshield.
New design instruments and instrument board.
New low tilted seats, most comfortable.
New steering wheel position, giving ease of control.
New design aluminum cowl beading.
New aluminum running board matting.
New design dust aprons with single bead.
New aluminum scuff plates.
New windshield construction—swings outward—for ventilation.
New cylinder water outlet in motor.
New engine primer.
New hand brake lever.
New left-hand spiral gears on rear axles.
New reverse Elliott type of front axle insuring steady steering on rough roads.
New one-piece tie rod tube.
New center cross member on frame.
New front spring hanger.
New front spring shackle bracket.
New steering gear, with walnut steering wheel and spider and aluminum center.
New design lamps.
New universal mountings on headlights, wide focusing range.
New curtain fasteners flush with body.
New design tops and side curtains.
New curtain pocket in back of front seat on touring model.
New rear curtain lights convenient to driver and passengers.
New style dovetail on doors.
New walnut instrument board on open models.
New windshield wiper and rear vision mirror.
New single bar nickel-plated bumper.
New combination stop and tail lamp.
New nickel-plated dumb bell radiator filler cap.
New narrow windshield posts on closed models, giving clear vision.
New style door stop on closed models eliminates straps.
New highly finished walnut mouldings around windows of closed models.
Sunshade on closed models.
New heater valve on closed models.
New graceful design deck on Roadster and Coupe, very roomy.
New weather-proof large door openings in Roadster and Coupe decks.

SPECIFICATIONS

New Master Six Models

Upholstery

All McLaughlin-Buick enclosed models are upholstered in finest plush, with the exception of the Double-Service Sedan, which is done in extremely serviceable material as being better adapted to business use. The Sport models are done in special embossed leather, the other open cars in No. 1, hand buffed, long grain black leather. The buttonless cushions and seatbacks of all models are padded with curled hair over special double-coil springs of a quality that insure the maximum of comfort and serviceability.

Control

The new, short spark and throttle levers are conveniently placed on top of the walnut steering wheel, together with the horn button. As no sector is employed, this installation is very neat and inconspicuous. There is a foot accelerator of the button type, with a comfortable rest for the foot. Pedals are provided for the starter, clutch and McLaughlin-Buick four-wheel brakes, with handy levers for the gear shift and hand brakes.

Wheelbase

Long wheelbases are important factors in the easy-riding qualities of McLaughlin-Buick cars. Master Six Models 24-41, 24-44 Special, 24-45 Special, 24-47, have 120 inch wheelbase. 24-48, 24-49 Special, 24-50, 24-51, 24-54 Special and 24-55 Special have 128 inch wheelbase.

Motor

The new McLaughlin-Buick six-cylinder Valve-in-Head motor is of the four-cycle type. It develops 70 actual brake horse-power and insures to any Master Six a speed that is rated at from 60 to 70 miles per hour. The head is detachable and may be removed for grinding valves or other maintenance work. Motor, clutch and transmission form a unit power plant, which is suspended at three points from the main frame on detachable arms. The cylinders have a bore of 3⅜ inches and a stroke of 4¾ inches. The bloc is a semi-steel casting of high quality, made in the McLaughlin-Buick foundry.

Cooling

The McLaughlin-Buick motor is water cooled, with water jackets entirely around each valve chamber and cylinder, which insures even temperature and aids materially in smooth performance. The centrifugal pump is driven by spiral gears and has pump packings of unusual size, with big bearings on the pump shaft. The new radiator is of the improved cellular type, 2¼ inches thick, with nickel plated shell, and will keep the engine cool under the most extreme weather and altitude conditions. The pressed steel fan sets at the proper distance from the radiator and is driven by an adjustable flat belt from the camshaft.

Valves

Large valves contribute their share to speed and power, the inlet measuring 1⅞ inches and the exhaust 1⅝ inches in the clear. The exhaust valves are made of Silcrome, the most expensive and best material for the purpose, and the inlet valves are carbon steel of high quality. The valve springs are double, one within the other, which insures positive and quiet operation of the valves at all motor speeds. Hollow push rods are used for lightness with strength.

Camshaft

The camshaft is 1 3/16 inches in diameter, with large bearings, which insures smooth and positive operation of the valves at all engine speeds.

Crankshaft

The crankshaft is 2⅜ inches in diameter, forged in the McLaughlin-Buick forge shop and accurately balanced. It is supported on four large main bearings of the same diameter and will run with equal smoothness at all speeds.

Connecting Rods and Pistons

Connecting rods are drop forged and have bearings 2¼ inches in diameter. The pistons are 4¼ inches long, with piston pins ⅞ inches in diameter. Piston pins are clamped in the upper end of connecting rod and swivel in bushings in the piston. This insures positive lubrication of the bearings. All piston and connecting rod assemblies are carefully balanced in sets before going into the motor.

Timing Gears

McLaughlin-Buick timing gears are of large diameter and the cam gear is made of textolite (composition) which insures quiet operation.

Lubrication

Automatic force feed lubrication system of McLaughlin-Buick design, carries oil under pressure to all important motor parts, including the rocker arms and push rod cups, thus giving complete automatic lubrication to the entire motor. The oil pump is self-thawing, is driven by spiral gears from camshaft and forces oil under high pressure to the main and connecting rod bearings through conduits drilled in the crankshaft, and through a secondary line to the rocker arms and push rod cups, thence by pipe to the timing gears, front camshaft bearing and front pump shaft bearing, then back to the oil retainer. The other camshaft bearings, valve stems and valve springs are lubricated by oil spray. The third oil line leads to the dash pressure gauge and a relief valve holds the pressure to approximately 30 pounds, maximum. Excess oil from rocker arm lubrication drains back through holes to oil retainer. There is an oil measuring gauge on the crankcase and a drain cock on the bottom, with an extension handle just under the hood.

The chassis is lubricated throughout by means of a pressure gun system.

Rocker Arms

Rocker arms are drilled and tapped and assembled with ball, which can be easily adjusted on top with a screw driver and small wrench. This ball operates in a cup on the upper end of the push rod and is constantly lubricated from the rocker arm shaft through an oil duct in the rocker arm. All rocker arms are assembled on one straight shaft

with coil springs between the arms, which automatically take up the wear. Feeders to each rocker arm from the shaft provide constant lubrication to rocker arm bearings and ball ends without piping or plumbing, and complete the automatic lubrication of the McLaughlin-Buick motor.

Carburetor

Latest improved automatic float feed type, supplied by vacuum system from the gasoline tank which is mounted on the rear end of the chassis frame. Automatic heat control to insure proper vaporization of the fuel at all speeds and new square type inlet manifold which guarantees maximum efficiency in fuel distribution to cylinders.

Ignition

The ignition system is of the Delco high tension, jump spark type, with electric generator and storage battery. The spark advance is semi-automatic, with manual control on steering wheel and extra large breaker cam in the distributor to give perfect ignition at high speeds.

Starter

There is a complete Delco, single unit system for electric starting, lighting and ignition, built as an integral part of the motor and operating in conjunction with a large storage battery. There is a combination switch with ammeter and automatic circuit breaker on the instrument board.

Clutch

The clutch is McLaughlin-Buick's famous multiple disc, dry plate type, smooth and positive in action, with ball bearing release collar. Very accessible for adjustment. The clutch is lubricated by two outside connections.

Transmission

The transmission is the selective sliding gear type, with three speeds forward and one reverse. The gears are McLaughlin-Buick built of fine material, heat treated, with positive interlocking hand control integral with gearset. There is an oil baffle in the front end.

Drive

The power is transmitted through a single large, automatically lubricated universal joint and fully enclosed propeller shaft and through spiral bevel gears in the rear axle. Propeller shaft housing is connected directly to the rear end of the transmission by a large ball joint enclosing the universal joint. Both torque and drive are taken through this ball joint.

Rear Axle

The full floating type of rear axle is employed with the full weight of the car supported on the housing. The wheels are driven by detachable shafts mounted on large annular ball bearings. The spiral bevel driving gears are fully adjustable. The rear spring seat has an extension for convenience in placing the jack when changing tires, etc.

Brakes

McLaughlin-Buick four-wheel brakes increase braking efficiency to a remarkable degree in comparison with cars not so equipped. They are of the external contracting type on all four wheels and operate on drums of unusual size and area. The hand brake, of the internal expanding type, operates on rear wheel brake drums only. Both sets of brakes are positive and fully adjustable for wear.

Front Axle

The front axle is of the reverse Elliott type, insuring steady steering, with exceptionally heavy I-beam section and spindles. It is drop forged, heat treated, with integral yokes, drop forged steering knuckles and tie rods. Kingbolts are 1 inch in diameter, with correspondingly large bushings and are held in place by a tapered pin. Dust cap on top of knuckle. Tie rod has ball socket on each end, with hardened steel cups and close adjustment. Large front wheel bearings.

Wheels

The wheels are of the artillery type with large hub flanges, and have 12 spokes and 12 hub bolts each. Both front and rear wheels have 14-inch brake drums firmly bolted to them. All wheels equipped with demountable rims.

Tires

Master Six Models 24-41, 24-44 Special and 24-45 Special have 32 x 4-inch; Models 24-47, 24-48, 24-49 Special, 24-50, 24-51, 24-54 Special and 24-55 Special have 32 x 4½ inch. Cord tires are standard equipment on all models.

Steering Gear

The semi-irreversible type of steering gear is employed, with split bronze nut and worm and large adjustable ball thrust bearing to take up wear. The rollers on which half nuts operate have unusually large contact surface, for long wear. The steering wheels have walnut rims and walnut spokes, aluminum centre, with new type spark and gas control, the levers being very short. The horn button is in the centre of the wheel.

Frame

The new frame is of reinforced pressed steel construction, with channels of exceptional width and depth, with four heavy cross members and two strong cross tubes, one at the front and one at the rear. The rear centre cross member is a complete box section and all cross members are reinforced with heavy gussets.

Springs

The front springs are semi-elliptic. The rear springs are the McLaughlin-Buick full floating cantilever type and are extremely soft and easy in their action.

Color

Model 41, Black; Model 44 Special, 45 Special and 49 Special, Blue and Black, with option of McLaughlin Gray and Black; Model 47, 48 and 50, Medium Blue and Black; Model 51, Carmine Lake and Black; Model 54 Special and 55 Special, Oriford Lake and Black.

Top

The tops on open models are of new design, as illustrated, with storm flaps on side curtains. Genuine English Burbank top material standard equipment. Black top material optional on 44 Special, 45 Special, 49 Special. Side curtains with signal pocket for driver. Motor duck on 54 Special and 55 Special. The inside operating curtains open with the doors and are held very tightly to the body sides by new type fasteners. Models 24-45 Special, 24-49 Special have English type natural

wood bows and nickel plated slat irons. Curtain pocket on back of front seat on Model 45 Special. Closed models all have stationary tops, well insulated and sound-proof, with all side windows fully adjustable to any position by means of patent window lifts.

Windshield

New windshields are mounted in new weather-tight frames and are sealed against wind and water by moulded rubber strips at every joint. The upper half being adjustable. All windshields have covered metal strips on top to exclude air at that joint. Windshields are adjustable from inside the car on all models. All models have windshield wiper, rear vision mirror and sunshade.

Standard Equipment

All models have combination dim and full electric headlights with anti-glare lenses, side pilot lamps, combination stop and tail lamp, instrument board lamp, trouble lamp, tonneau lamp (on touring models), speedometer, motor driven horn, tire carrier with one extra rim, four cord tires (extra tires and tire cover are not part of standard equipment), engine primer. Pressure grease gun, pump, tire repair kit, complete set of tools, dash thermometer, and gasoline gauge on instrument board, transmission lock, cowl ventilator, windshield wiper, rear view mirror, scuff plates, aluminum covered running boards except Model 41, etched aluminum threshold plates on open models, new dumb-bell type nickel radiator filler cap, double bar spring steel nickelled bumper and sunshade.

In addition to the above, Models 54 Special and 55 Special have a clock, plate glass windshield wings and a cigar lighter.

Models 44 Special, 45 Special, 49 Special have walnut instrument board, with recessed instrument panel.

Rear double bar spring steel nickelled bumper on rear on Models 51, 54 Special and 55 Special.

Clocks on Models 47, 48, 50, 51, 54 Special and 55 Special.

Locked door tool compartment on all open models.

Adjustable and removable front seat on Model 45 Special.

Walnut garnish rail, new design, on doors and rotary type locks on open models.

New arm rest handles on touring models.

Aluminum bead on cowl.

Adjustable nickel plated steering column brackets on Models 44 Special, 45 Special and 49 Special.

Models 51 and 55 Special have a special trunk rack. Models 54 Special and 55 Special have a foot rail for the passenger in the front seat.

Orders for special jobs will not be accepted and no allowance will be made for any part of the standard equipment that is omitted by customer's order.

New Master Four Models

Upholstery

Plush of a very high grade is used for the upholstery of the coupe and sedan. Genuine black leather is used for the roadster and the touring car. Curled hair over double coil springs is used for padding the buttonless cushions and seatbacks of all the models—a double assurance of serviceability and comfort. Curtain pocket in back of front seat on touring model.

Control

Spark and throttle levers are conveniently located on the steering wheel together with the horn button. The foot accelerator is of the button type and there is a rest for the foot. The McLaughlin-Buick four-wheel brakes, the clutch and the starter are controlled by pedals and there are levers for the gear shift and hand brake.

Wheelbase

All Master Four Models have a wheelbase of 109 inches. The bodies are hung low between the axles, giving low center of gravity, and the weight is well distributed for balance. These important features, together with the McLaughlin-Buick especially constructed springs, give the McLaughlin-Buick Master Four its fine riding qualities.

Motor

The four-cylinder, four cycle, McLaughlin-Buick Valve-in-Head type motor will develop 35 actual brake horse power and insure an abundance of speed. A unit power plant is formed by the motor, clutch and transmission, suspended at three points from the main frame. The cylinders have a bore of 3⅜ inch and a 4¾ inch stroke and are made from special semi-steel block casting. There is an extra heavy crankshaft with three unusually large bearings. Properly weighted pistons, connecting rods and flywheel insure smooth operation at all speeds. The exceptionally large valves are operated by automatically lubricated, noiseless, adjustable push rods. There is a new cylinder water outlet to conform to the new design radiator.

Cooling

All cylinders and valves are entirely surrounded by water jackets and circulation is maintained by a centrifugal pump driven by spiral gears. The new design radiator is of the cellular type and has exceptional cooling capacity aided by pressed steel radiator fan driven by an adjustable fan belt from the camshaft.

Lubrication

Lubrication is the self-contained, constant level circulating splash system. It is operated by a self-thawing gear pump driven by spiral gears from the camshaft and completely enclosed in the lower part of the crankcase. The possibility of breakage or freezing is further prevented by an automatic clutch on the pump shaft. There is an oil measuring gauge and drain plug conveniently located on the crankcase, and an oil pressure gauge on the instrument board.

Carburetor

An improved automatic float feed type carburetor is used on the Master Fours. A vacuum system connects it with the gasoline tank mounted on the rear end of the frame. Automatic heat control insures proper vaporization at all speeds. There is an air regulator on the instrument board.

Ignition

The Master Fours have a Delco high tension jump spark system. The current is supplied by an electric generator and storage battery. There is a semi-automatic spark advance and manual control by a lever on the top of the steering wheel.

Starter

The new Master Fours are equipped with a complete Delco, single unit system, for electric starting, lighting and ignition. This is built as an

integral part of the motor and is operated by a large storage battery. There is a combination switch with ammeter and automatic circuit breaker on the instrument board.

Clutch

Ease of operation, positive action and smoothness in engagement are the outstanding characteristics of the famous McLaughlin-Buick multiple disc, dry plate clutch on the Master Fours. Only the lightest pedal pressure is required to operate it and adjustment is very simple and accessible.

Transmission

The transmission is of the selective sliding gear type, with three speeds forward and one reverse. The positive interlocking hand control is integral with the gearset and is specially heat treated. Made complete in the McLaughlin-Buick shops, the McLaughlin-Buick transmission is extremely quiet and efficient in its operation.

Drive

A single large, automatically lubricated universal joint, fully enclosed propeller shaft and spiral gears in the rear axle transmit the power from the motor. A large ball joint enclosing the universal joint connects the propeller shaft housing directly to the rear end of the transmission. This ball joint takes both torque and drive.

Rear Axle

Three quarter floating type rear axles are used on the Master Fours. All the weight of the car is taken on the axle tubes and only driving torque and steadying of the wheels is taken up by the axle shaft. The differential and wheels are mounted on high duty bearings and the pinion shaft is mounted on extra large ball bearings. Left hand spiral gears on the axles are fully adjustable. The axle housing is kept in perfect alignment with the propeller tube by the third member.

Brakes

Much greater braking efficiency than usual is afforded by the McLaughlin-Buick new four-wheel brakes. They are of the external contracting type and operate on drums of unusual size and area on all four wheels. The hand or emergency brake is of the internal expanding type, with long brake lever to give ample leverage. It operates on the rear wheel brake drums only. Both sets of brakes are fully adjustable for wear.

Front Axle

Heavy front axles of the reverse Elliott type insure steady steering and conform with the new brakes on the front wheels. The steering knuckles and tie-rod yokes are double heat treated and drop forged, the front wheels being securely mounted on ball bearings.

Wheels

Wheels on the new McLaughlin-Buick are of the artillery type with large hub flanges. They have twelve spokes and twelve hub bolts each. Twelve inch brake drums are firmly bolted to both front and rear wheels and all have demountable rims.

Tires

Four cord tires are standard equipment on all the new Master Fours. On all models they are 31 x 4 inch.

Steering Gear

The new Master Fours are built with the semi-irreversible split bronze nut and worm type of steering gear. It has a large, adjustable ball thrust bearing to take up wear. The steering wheels are seventeen inches in diameter. They have a horn button in the center and walnut steering wheel, walnut spokes and aluminum center. Spark and throttle levers are on top of the wheel.

Frame

The frame is made of reinforced pressed steel channel sections with exceptionally strong and deep side members. Five heavy cross members increase its strength. The front spring shackle has a stop to prevent shifting of the axle. This stop is integral with the bracket. The brake rocker is carried on a separate boss on this bracket. There are integral supports for the gasoline tank and spare tire.

Springs

Front and rear springs on the new Master Fours are the semi-elliptic type, of special design to insure easy riding.

Top

The new tops carry out the graceful lines of the open models. They have patented gypsy quarter curtains, made of special waterproof fabric. The inside operating curtains open with the doors and the new fasteners are flush with the body. Tops are stationary on the closed models with door windows adjustable to any position.

Windshield

The windshields are made weathertight by covered metal strips at the top. They are the two-piece ventilating type and are adjustable from inside the car, adjustable friction stops holding the glass in position. The closed models are equipped with sunshade.

Color

Model 33, Rich Maroon; Model 34 Special and 35 Special, Blue and Black; Model 37, Medium Blue and Black.

Standard Equipment

All the new Master Fours have combination dim and full headlights, with anti-glare lenses, parking lights on cowl and instrument panel lamp. The horn is motor driven. There is a speedometer, gasoline gauge, tire carrier with extra demountable rim (extra tires and covers are not part of standard equipment), jack, pressure grease gun and a full kit of tools. A transmission lock and cowl ventilator are other features. Aluminum fluted matting with round edge on running boards. Aluminum scuff plates. Primer. Windshield wiper and rear vision mirror. Single bar nickel-plated bumper. Combination stop and tail lamp. Nickel-plated dumbell radiator filler cap. Aluminum bead on cowl. All closed models are equipped with heaters. Walnut instrument board on open models. Folding robe rail on touring model.

Orders for standard jobs only accepted and no allowance will be made for any part of the standard equipment that is omitted by customer's order.

McLAUGHLIN-BUICK MAINTENANCE SERVICE

WITH a system of twelve directly owned and controlled factory branches in important centers of population throughout Canada from coast to coast, McLaughlin-Buick insures its owners the kind of Maintenance Service conducive to confidence and satisfaction. At each of these twelve factory branches, large and complete stocks of repair parts are kept up-to-date so that the McLaughlin-Buick dealers can get from their nearest branch at any time, the parts necessary to keep McLaughlin-Buick cars in their territory on the road.

When the motorist buys a McLaughlin-Buick car from a dealer, he effects a service connection that is unmatched anywhere. McLaughlin-Buick Maintenance Service stretching from coast to coast is unified by the same spirit that has enabled the immense manufacturing organization at Oshawa and Walkerville to make McLaughlin-Buick "Canada's Standard Car."

Maintenance Service has developed with the McLaughlin-Buick car. It has not been merely incidental to the manufacturing activities of the company. It has been a vital and outstanding part of McLaughlin-Buick policy from the outset. And like the McLaughlin-Buick car it is being constantly studied and analyzed in order that it may be made of still greater value to the motorist.

Like all organizations, however, it depends on the merits of the individuals who compose it. This was clearly realized by McLaughlin-Buick when Maintenance Service was first launched. Consequently the utmost care has been taken to select as dealers, men of integrity and high standing in their communities.

The reputation that has been won everywhere by these conscientious and progressive men is adequate proof of the soundness of McLaughlin-Buick judgment. New, up-to-date service stations everywhere testify to the fact that McLaughlin-Buick dealers have served the motorist so well that constant expansion has been necessary.

McLaughlin-Buick has been able to keep this Maintenance Service organization fully standardized through the medium of the McLaughlin-Buick Service Department at Oshawa, which is constantly devising new methods and new machinery for Maintenance Service Station use. Wherever you see the McLaughlin-Buick Service sign you will find competent mechanics who are trained especially in the handling of McLaughlin-Buick cars; modern equipment that will insure prompt and exact work and a stock of genuine McLaughlin-Buick parts.

This is only the beginning of the McLaughlin-Buick Service policy. Not only does the dealer establish these standards but he maintains them and in this he has the fullest aid of the Home Office Service Department. A force of travelling men is constantly in touch with Maintenance Service Stations in all parts of the

country. Each wholesale department is organized with headquarters in a principal city, of which there are twelve, and these are used as headquarters for the travelling force. This force covers the various territories regularly and keeps every dealer in close touch with developments in McLaughlin-Buick policy and practice. By this means McLaughlin-Buick Maintenance Service receives expert advice and attention right down to the smallest town in the country.

Service clinics are another means by which McLaughlin-Buick aids its dealers to increase the value of their service.

These clinics are attended by service managers, shop foremen and mechanics. By means of them a clear-cut understanding of the McLaughlin-Buick Maintenance Service Policy is given. Use of special tools for McLaughlin-Buick work is demonstrated and everything is done to increase the efficiency of the service men and thus to insure complete satisfaction for the owner.

Such service as that given by McLaughlin-Buick Maintenance Service stations would be valuable even if it were to be found in only a few places. But because its scope is nationwide it becomes a foremost asset to the car buyer. McLaughlin-Buicks are built right. There is little probability that they will require extensive servicing, but the knowledge that such service is always available adds much to the pleasure and confidence of the motorist.

Seldom does he travel beyond easy reach of Maintenance Service. Even in the smallest and most remote towns skilled workmanship and genuine McLaughlin-Buick parts are available to him.

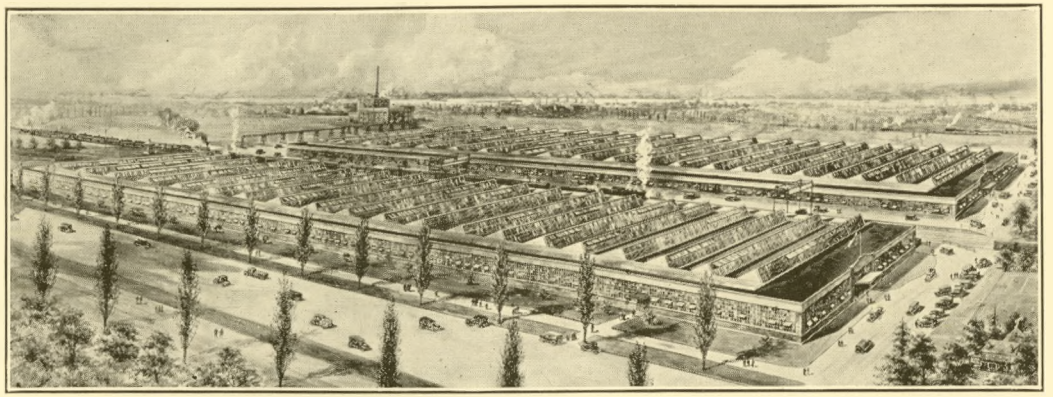
McLaughlin-Buick Maintenance Service is an assurance of uninterrupted transportation. Prepared and equipped to handle the largest as well as the smallest of servicing job it insures the owner of the continual use of his car. Many owners who do not care to attend to their cars personally have them inspected regularly at a McLaughlin-Buick Maintenance Service station and make sure of complete satisfaction from their cars by having them always in proper trim.

In scores of other ways McLaughlin-Buick Maintenance Service is ready to aid the motorist. The interest of the dealer and of the whole McLaughlin-Buick organization does not end with the sale of the car. It extends to the performance of the car after it has been sold. Every McLaughlin-Buick must give complete motoring satisfaction and the McLaughlin-Buick Maintenance Service organization is established so that it will give such satisfaction.

Countrywide in scope, but unified by the direct contact with the McLaughlin-Buick service department at Oshawa, Maintenance Service embodies the ideals that have made McLaughlin-Buick "Canada's Standard Car."

When the Canadian motorist decides to tour in the United States with his McLaughlin-Buick, up-to-date service is everywhere available at the hands of Buick Authorized Service stations which cover the United States from coast to coast. These Buick service stations are most modern in every respect and McLaughlin-Buick owners can be assured that their needs while touring in the United States will be looked after promptly, courteously, and efficiently. Thus McLaughlin-Buick Service is international in its scope.

Motors, axles and other heavy parts of McLaughlin-Buick cars are built in the mammoth General Motors factories at Walkerville, where over 1200 Canadian mechanics are employed in the production of parts for motor cars to fill a large Canadian and foreign demand.



Walkerville Factories of General Motors of Canada, Limited

Oshawa Factories, where quality is built into McLaughlin-Buick cars

Over 3,000 employees are kept busy in the Oshawa plants of General Motors where McLaughlin-Buick cars are assembled, and where the bodies, tops and many small parts are manufactured. McLaughlin-Buick cars are built—not merely assembled—in Canada, and General Motors of Canada, Limited, of which McLaughlin-Buick is an importan part, is one of Canada's largest industrial institutions.

STANDARD WARRANTY

The passenger and commercial automobiles and chasses furnished by the McLaughlin Motor Car Co., Limited, are warranted to be free from defects in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory any part or parts thereof, which shall within ninety days after delivery to the original purchaser, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this warranty expressly excludes and is in lieu of all other warranties or conditions, express or implied, and of all other obligations or liabilities on the part of the McLaughlin Motor Car Co., Limited and we neither assume nor authorize any person to assume for us any other liability in connection with the sale of McLaughlin-Buick passenger or commercial automobiles and chasses.

This warranty shall not apply to any McLaughlin-Buick passenger and commercial automobiles and chasses which shall have been repaired or altered outside of our factory in any way, so as in our judgment, to affect their stability or reliability, nor which have been subject to misuse, negligence or accident.

The McLaughlin Motor Car Co., Limited, makes no warranty whatever in respect to tires, rims, ignition apparatus, horns or other signalling devices, starting devices, batteries, speedometers or other trade accessories, inasmuch as they are usually guaranteed separately by their respective manufacturers.

The McLaughlin Motor Car Co., Limited, reserves the right to make changes in design or add any improvements on McLaughlin-Buick passenger and commercial automobiles and chasses at any time without incurring any obligations to instal same on passenger and commercial automobiles and chasses previously purchased.

McLAUGHLIN MOTOR CAR CO., Limited
Oshawa, Ontario